

## ORDER



**Orders**  
**Order / Rev:** 47710  
**Alt Order #:** 08839345  
**Product Desc:** NRCC IE 2012  
**Estimate:** 2980  
**Flight Dates:** 08/24/12 - 08/30/12  
**Original Date / Rev:** 08/07/12 / 08/07/12  
**Order Type:** CIA - O

**KUCW-TV**  
**Primary AE:** Continental Washington DC  
**Sales Office:** CNAT  
**Sales Region:** National

**Agency**  
**Name:** National Media Team  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** National Republican Congression  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	5	\$2,050.00	\$1,742.50
08/27/12	08/30/12	8	\$2,900.00	\$2,465.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	5	\$2,050.00	\$1,742.50	0.00
September 2012	8	\$2,900.00	\$2,465.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$4,950.00</b>	<b>\$4,207.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KUCW-TV	1%	\$4,950.00
Market	100%	\$495,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	30%	\$148,500.00
KSTU	30%	\$148,500.00
KTVX	13%	\$64,350.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	25%	\$123,750.00
UNKWN	1%	\$4,950.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	08/24/12	08/24/12	M-F 10p-1030p	CM	10p-1030p	----F--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
BG BNG THRY B< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 ----F-- 1 \$300.00 0.00															
E 2	KUCW	08/27/12	08/27/12	M-F 10p-1030p	CM	10p-1030p	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00

Advertiser:	National Republican Congression
Product Desc:	NRCC IE 2012
Estimate:	2980

**KUCW-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10p-1030p										
				M-F 10p-1030p										
BG BNG THRY B<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$300.00		0.00			
E 3	KUCW	08/28/12	08/28/12	M-F 10p-1030p	CM	10p-1030p -T-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				M-F 10p-1030p										
BG BNG THRY B<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$300.00		0.00			
E 4	KUCW	08/29/12	08/29/12	M-F 10p-1030p	CM	10p-1030p --W----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				M-F 10p-1030p										
BG BNG THRY B<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----				1	\$300.00		0.00			
E 5	KUCW	08/30/12	08/30/12	M-F 10p-1030p	CM	10p-1030p ---T---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				M-F 10p-1030p										
BG BNG THRY B<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---				1	\$300.00		0.00			
E 6	KUCW	08/25/12	08/25/12	Sa 1030p-12a	CM	1030p-12a -----S-	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
				Sa 1030p-12a										
SAT NITE LIVE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				2	\$600.00		0.00			
E 7	KUCW	08/24/12	08/24/12	M-F 6p-630p	CM	6p-630p ----F--	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				M-F 6p-630p										
TWO & HALF MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--				1	\$425.00		0.00			
E 8	KUCW	08/27/12	08/27/12	M-F 6p-630p	CM	6p-630p M-----	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				M-F 6p-630p										
TWO & HALF MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$425.00		0.00			
E 9	KUCW	08/28/12	08/28/12	M-F 6p-630p	CM	6p-630p -T-----	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				M-F 6p-630p										
TWO & HALF MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$425.00		0.00			
E 10	KUCW	08/29/12	08/29/12	M-F 6p-630p	CM	6p-630p --W----	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				M-F 6p-630p										
TWO & HALF MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----				1	\$425.00		0.00			
E 11	KUCW	08/30/12	08/30/12	M-F 6p-630p	CM	6p-630p ---T---	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				M-F 6p-630p										
TWO & HALF MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---				1	\$425.00		0.00			
E 12	KUCW	08/25/12	08/25/12	Sat Reg 2	CM	8p-9p -----S-	:30	1	\$125.00	P-1	0.00	NM	1	\$125.00
				Sat 8p-9p										
BONES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$125.00		0.00			
Totals													13	\$4,950.00